

CLICK HERE

See what I mean?

You clicked on the words "Click Here," even though I gave you no inkling before you clicked what was going to show up when you did.

Consequently, if you were expecting more information about descriptive link language, you now realize that this not only is not what you expected, but I've wasted your time. You might even be a little annoyed with me now and decide you can't trust the links I give you in the future.

-Jere

PS - the only time it would be appropriate to use the words "Click Here" when creating a link is when you want to link to Click Here Labs. Click Here Labs is a full-service branding agency based in Dallas, Texas. To learn more, [Click Here](#).

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